

CLAIM

What is claimed is:

A method of selling subscriptions to an internet-based service with the help of existing customers comprising:

- a) providing an internet-based system that maintains accounts for said existing customers of said internet-based service;
- b) providing said existing customers with a unique code by email, which said existing customers can give to other potential customers of said internet-based service;
- c) receiving said code from a new customer at the time of sale, and if said code is recognized, automatically giving a discount to said new customer that is larger than any other promotional discount offered for said internet-based service;
- d) adding a specified incentive compensation to the account of the said existing customer in lieu of said sale.